

# Premium Publisher Network | USP 2

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Over the last five years Vicinity Media has grown into Africa's leading location-based mobile ad network and technology company.

This impressive growth has largely been based on our company's USPs – the key factors that set us apart from the many location pretenders.

For true, accurate and real time location targeting on the biggest premium network in South Africa. You need to work with Vicinity Media. The video's below explain why...

Enjoy!

- " Meet the contenders: Introducing the official teams for the Vicinity Media Padel League! 18 Mar 2024
- " Vicinity: The Year in Data 2023 20 Feb 2024
- " Is your targeting as accurate as ours? Smash the competition in the Vicinity Media Padel League! 19 Feb 2024
- " The power of 1st party data in omnichannel strategy and measurement 28 Sep 2023
- " The biggest opportunities that mobile data and location technology offer the OOH and digital OOH industry 30 Jun 2023



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